



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract # 853029

Schedule Dates 09/10/12-09/16/12
Advertiser McCaskill for Senate 2012 (38474)
Agency/T-Code Media Strategies & Research - VA (1523)/1553035
Product Political - US Senate (1176)
Brand Democrat (152221)
Salesperson McNamara, Julie (2389)
Sales Office KMOV-St. Louis
Buyer Name Rachael,Beale
Phone/Fax (573) 651-0964 /
CPE 11856
Account Types Local/Political Candidate - Agency
Billing Type Standard
Comments

Date Entered 09/06/12
Last Modified 09/06/12
Entered By Bridget Hurst
CO-OP No
Headline # 9/10-9/16
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,515.50
Net Total \$31,254.50
Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Sep. 2012	58	\$36,770.00
Grand Total:	58	\$36,770.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	48386- News @ 5am		1		1	1	1			4	\$70.00	\$280.00	St. Louis (KMOV) (KMOV)		9/6/12
2.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	20015- News @ 6am M-F		1		1	1	1			4	\$125.00	\$500.00	St. Louis (KMOV) (KMOV)		9/6/12
3.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	131968- CBS This Morning		1		1	1	1			4	\$70.00	\$280.00	St. Louis (KMOV) (KMOV)		9/6/12
4.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	20132- CBS Sunday Morning								1	1	\$200.00	\$200.00	St. Louis (KMOV) (KMOV)		9/6/12
5.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	137124- Katie				1					1	\$70.00	\$70.00	St. Louis (KMOV) (KMOV)		9/6/12
6.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	20022- Price is Right		1				1			2	\$180.00	\$360.00	St. Louis (KMOV) (KMOV)		9/6/12
7.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	20023- News @ 12noon M-F				1					1	\$200.00	\$200.00	St. Louis (KMOV) (KMOV)		9/6/12
8.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	20024- Bold & The Beautiful					1				1	\$180.00	\$180.00	St. Louis (KMOV) (KMOV)		9/6/12
9.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	118942- Talk		1							1	\$180.00	\$180.00	St. Louis (KMOV) (KMOV)		9/6/12
10.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	109786- Let's Make a Deal						1			1	\$180.00	\$180.00	St. Louis (KMOV) (KMOV)		9/6/12
11.0	Normal Line / SPOT	09/10/12-09/13/12	4	:30	28663- Dr. Phil		1			1				2	\$270.00	\$540.00	St. Louis (KMOV) (KMOV)		9/6/12
12.0	Normal Line / SPOT	09/12/12-09/14/12	4	:30	20029- Young and the Restless				1		1			2	\$585.00	\$1,170.00	St. Louis (KMOV) (KMOV)		9/6/12
13.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	20054- News @ 5pm M-F		1		1	1	1			4	\$405.00	\$1,620.00	St. Louis (KMOV) (KMOV)		9/6/12

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14.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	20055- News @ 6pm M-F		1		1	1	1			4	\$360.00	\$1,440.00	St. Louis (KMOV) (KMOV)		9/6/12
15.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	20053- Entertainment Tonight		1		1	1	1			4	\$450.00	\$1,800.00	St. Louis (KMOV) (KMOV)		9/6/12
16.0	Normal Line / SPOT	09/10/12-09/10/12	2	:30	6:57P- 8P (CT)		1							1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		9/6/12
17.0	Normal Line / SPOT	09/10/12-09/10/12	2	:30	115379- Hawaii Five O		1							1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		9/6/12
18.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	26459- Big Brother				1					1	\$1,980.00	\$1,980.00	St. Louis (KMOV) (KMOV)		9/6/12
19.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	20076- CSI Crime Scene Investigation				1					1	\$1,620.00	\$1,620.00	St. Louis (KMOV) (KMOV)		9/6/12
20.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	6:57P- 8P (CT)					1				1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)		9/6/12
21.0	Normal Line / SPOT	09/13/12-09/13/12	2	:30	124918- Person of Interest					1				1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		9/6/12
22.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	54263- CSI: NY						1			1	\$900.00	\$900.00	St. Louis (KMOV) (KMOV)		9/6/12
23.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	115389- Blue Bloods						1			1	\$900.00	\$900.00	St. Louis (KMOV) (KMOV)		9/6/12
24.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	43181- 48 Hours Mystery							1		1	\$675.00	\$675.00	St. Louis (KMOV) (KMOV)		9/6/12
25.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	26459- Big Brother								1	1	\$1,350.00	\$1,350.00	St. Louis (KMOV) (KMOV)		9/6/12
26.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	99583- Mentalist								1	1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)		9/6/12

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27.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	20062- News @ 10pm M-F		1		1	1	1			4	\$720.00	\$2,880.00	St. Louis (KMOV) (KMOV)		9/6/12
28.0	Normal Line / SPOT	09/15/12-09/15/12	2	:30	20108- News @ 10pm Sat							1		1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)		9/6/12
29.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	20789- News @ 10pm Sun								1	1	\$675.00	\$675.00	St. Louis (KMOV) (KMOV)		9/6/12
30.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	119144- News @ 10:30pm Sun								1	1	\$540.00	\$540.00	St. Louis (KMOV) (KMOV)		9/6/12
31.0	Normal Line / SPOT	09/10/12-09/14/12	4	:30	20063- Late Show with David Letterman		1		1		1			3	\$180.00	\$540.00	St. Louis (KMOV) (KMOV)		9/6/12
32.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	20027- Inside Edition					1				1	\$110.00	\$110.00	St. Louis (KMOV) (KMOV)		9/6/12

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